

Study Summary
November 5, 2018

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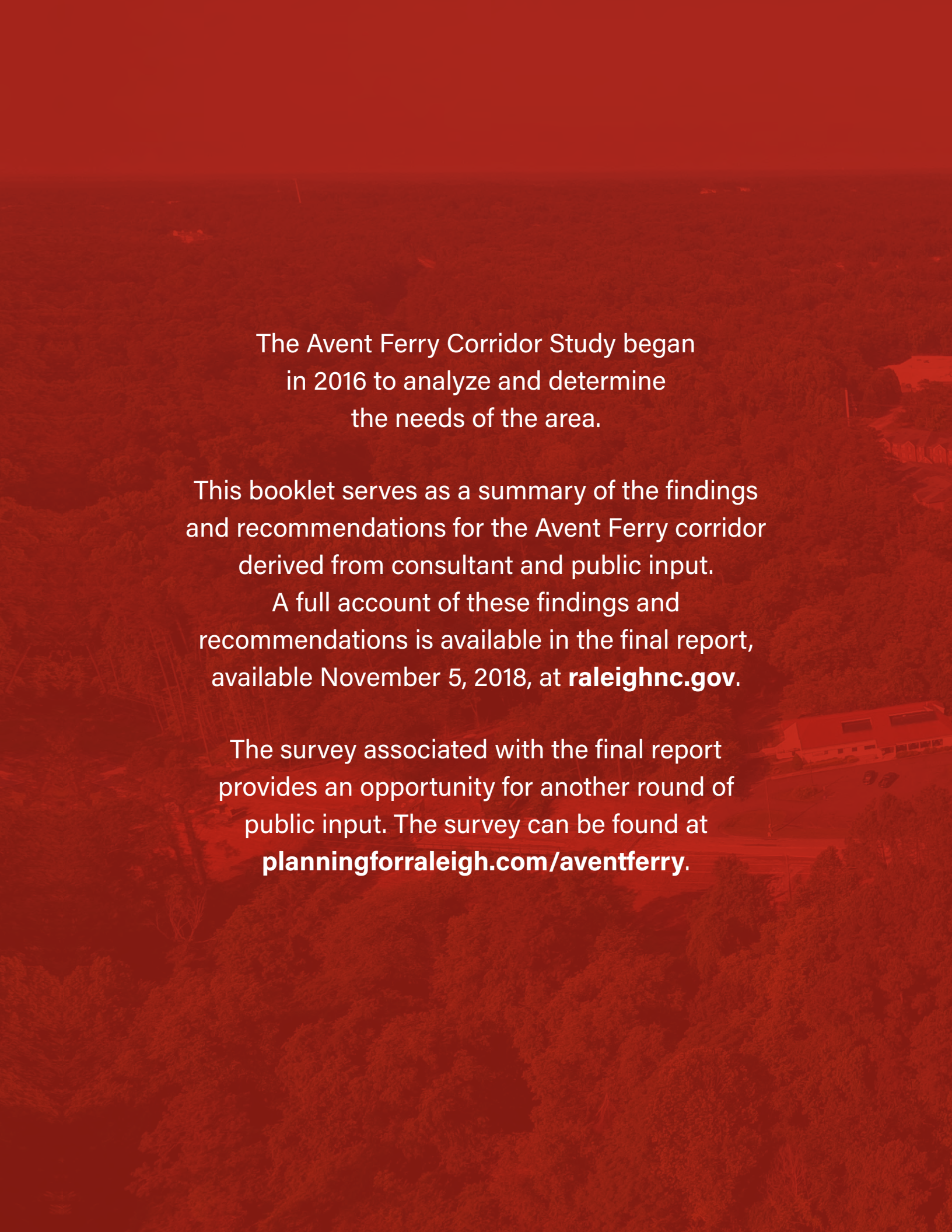
Avent Ferry Corridor Study

raleighnc.gov

CITY PLANNING



Raleigh

An aerial photograph of a dense forest, likely a wetland or marsh area, with a body of water visible in the upper right. A small building is visible in the distance on the right side. The entire image is overlaid with a semi-transparent red filter.

The Avent Ferry Corridor Study began
in 2016 to analyze and determine
the needs of the area.

This booklet serves as a summary of the findings
and recommendations for the Avent Ferry corridor
derived from consultant and public input.

A full account of these findings and
recommendations is available in the final report,
available November 5, 2018, at **raleighnc.gov**.

The survey associated with the final report
provides an opportunity for another round of
public input. The survey can be found at
planningforraleigh.com/aventferry.



Study Concepts

From public input, we compiled and sorted a list of goals that informed three general design concepts, which influenced the policy recommendations outlined in this booklet. These concepts—denoted with icons throughout the document—and the associated goals are below.



Concept 1: Develop a distinct district with a unified identity

- Celebrate and highlight the area's economic and ethnic diversity.
- Expand housing selection and maintain affordability.
- Improve the safety and aesthetic appeal of the corridor.



Concept 2: Foster economic development that activates the area

- Identify market opportunities for redevelopment.
- Retain and expand commercial services.
- Enhance economic vitality



Concept 3: Adapt a complete streets concept to safely accommodate all types of users

- Create walkable, mixed-use development at key areas.
- Strengthen overall connectivity within the corridor and to surrounding areas.
- Promote ease-of-access and movement with complete streets design.
- Leverage public infrastructure to better secure long-term corridor stability.

Focus Area Mission Valley Shopping Center



Mission Valley has the potential for a denser mixed-use development. Redevelopment should include replacing existing buildings with multi-storied residential/office buildings with retail and restaurant uses on the ground floor.

Recommended policy changes:

- **Amend the Street Plan** to create an urban street grid. See map.
- Create a policy framework for height guidance that supports **five to seven stories** at the edges of the shopping center with allowances for additional height considered in exchange for significant public amenities.
- Building placement in the shopping center should conform with the **Urban Limited Frontage** designation, which will create an active front for the site along Avent Ferry Road.



KENTWOOD PARK



ATHENS DRIVE HIGH



AVENT FERRY SHOPPING CENTER



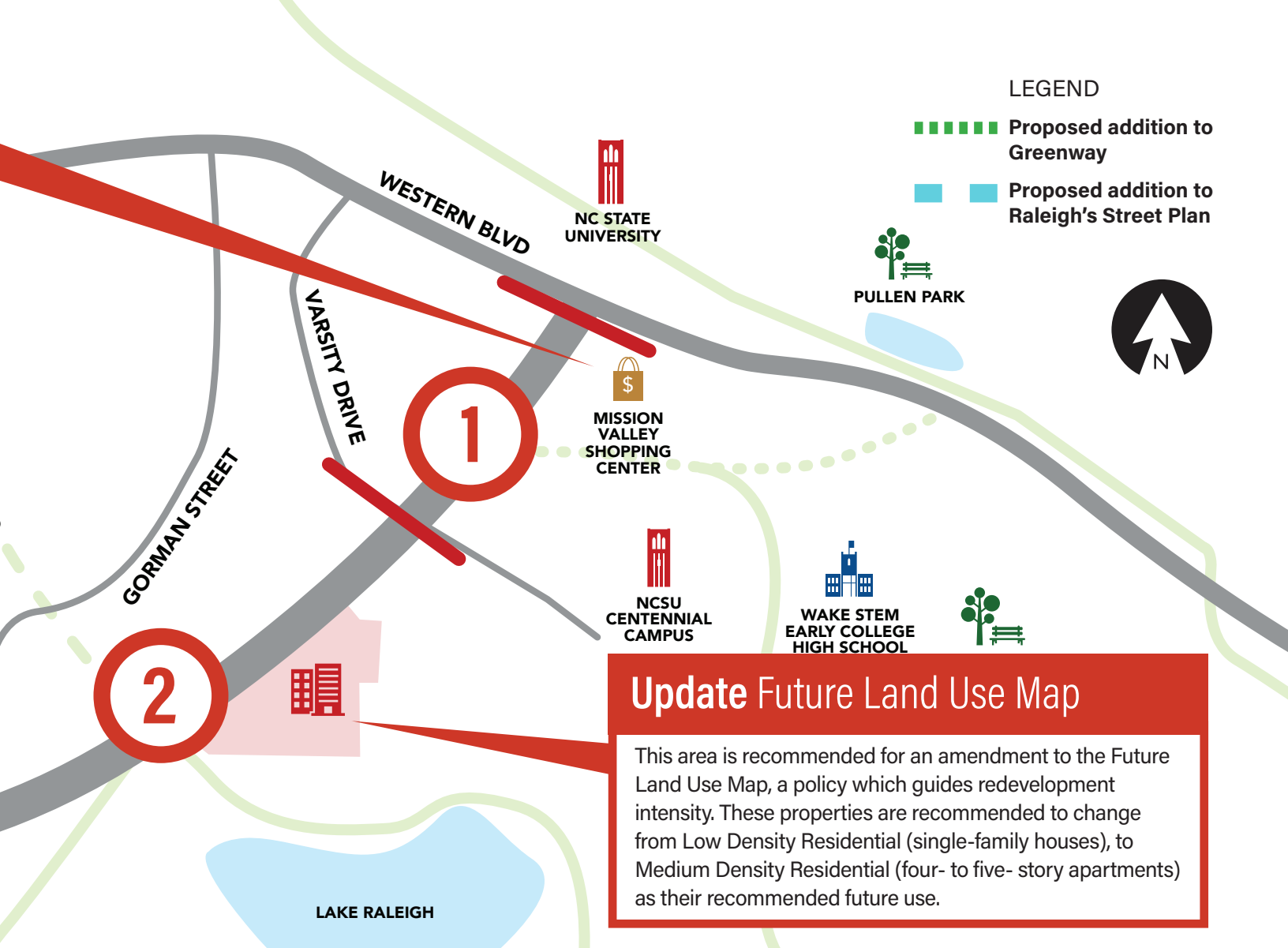
LAKE JOHNSON



DILLARD DRIVE
ELEMENTARY AND
MIDDLE SCHOOL

I-40

TRYON ROAD



Update Future Land Use Map

This area is recommended for an amendment to the Future Land Use Map, a policy which guides redevelopment intensity. These properties are recommended to change from Low Density Residential (single-family houses), to Medium Density Residential (four- to five- story apartments) as their recommended future use.

Focus Area Avenet Ferry Shopping Center

Repositioning and reorienting structures at this pivotal intersection would create opportunities for additional retail uses, new housing options, and improved circulation and access for all modes of transportation.

Recommended policy changes:

- **Amend the Street Plan** to create an urban street grid. See map.
- Create a policy framework for height guidance of **three to five stories** where height along Avenet Ferry Road does not exceed three stories and additional height should be focused away from existing single family homes.
- Building Placement at the shopping center should conform with the **Green Frontage** designation.
- Provide connection to the Walnut Creek Greenway.

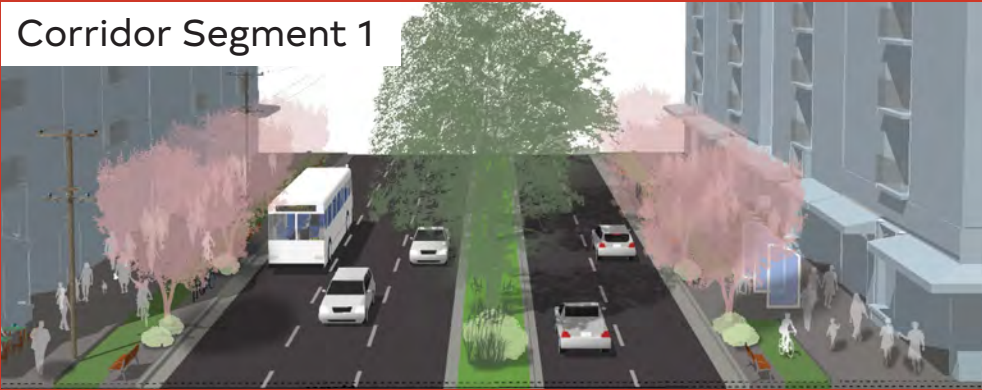


Street Segments



The Aventura Ferry Corridor Study area is divided into four segments to focus attention on varying existing conditions in each area. The streetscape changes on Aventura Ferry Road achieve the goals of the study through adopting a "Complete Streets" policy for the length of the corridor. This means that they make it easier and safer for travelers of all modes while encouraging the use of alternative forms of transportation.

Corridor Segment 1



Western Blvd. to Varsity Dr.

- Planted median
- Bike lanes separated by planting strip
- 14' sidewalks

Corridor Segment 2



Varsity Dr. to Gorman St.

- Planted median
- Raised and buffered bike lanes
- 6' sidewalks

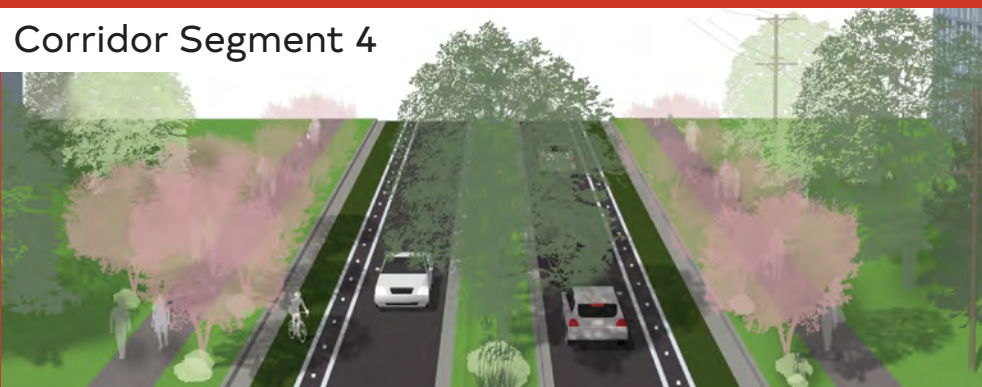
Corridor Segment 3



Gorman St. to Athens Dr.

- Planted median
- Raised and buffered bike lanes
- 6' sidewalks

Corridor Segment 4



Athens Dr. to Tryon Rd.

- Planted median
- Raised and buffered bike lanes
- 6' sidewalk

Connectivity

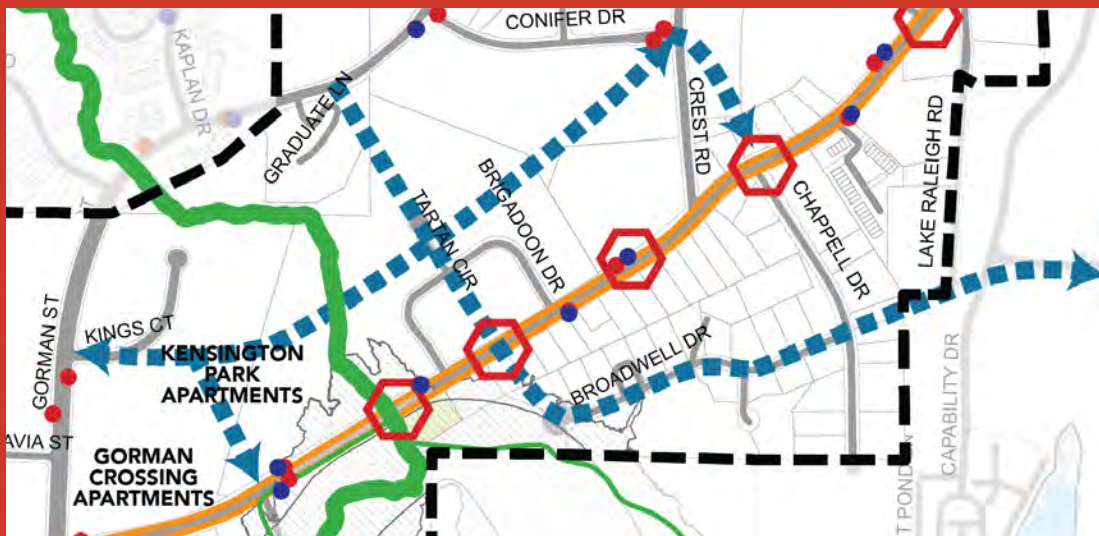


The recommended policy changes also include amendments to the city Street Plan and Greenway Master Plan. The new streets would increase connectivity and ease of movement for all users of the area. These new pathways are in addition to interventions like bus stop improvement, bike lanes, and the installation of protected pedestrian crossings through the length of the corridor. In addition to the amendments to the Street Plan and Greenway Master Plan proposed in the focus areas, connectivity recommendations include:



Sample protected pedestrian crossing

Greenway connection between
Avent Ferry Road and Lake Johnson
near Athens Drive High School



Improved street
connections around
Broadwell Drive and
Kensington Park
Apartments



Greenway connection
from Avent Ferry Road
through Centennial
Parkway to Pullen Park

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